

To Chairman King and Committee Members:

I am writing to you to submit comments on Charge 4: Evaluate the Texas wine industry and the current labeling requirements associated with the use of “Texas” as an appellation. This is to determine if current regulations and permitting rules are adequate to support the industry’s development.

I am writing to say that I support **Texas Wine Truth in Labeling**. I am asking for the support of the State Legislature as well. This motion simply requires that in order for a wine to be labeled as a Texas Appellation, 100% of the grapes used to make the wine must be grown in Texas.

I am an Austin-based wine writer who has covered Texas wine for Texas Monthly magazine for the past decade. I recently wrote a book, *The Wines of Southwest USA*, which included an in-depth look at the industries of Texas, New Mexico, Arizona, and Colorado. In the research I’ve compiled over the past 10 years, I’ve found that among the challenges the Texas wine industry has in proving itself as an established wine region nationally is the fact that they do not have a set of standards for labeling that require any wines labeled as a Texas wine to be made with 90% or more grapes that are grown in Texas. In California, Washington, and Oregon, this is a minimum standard.

As the Texas grape growing industry has grown as a key agricultural producer for Texas cotton and peanut farmers, the wine industry now has the supply of grapes it needs to achieve 100% Texas grown wines. It’s time we move the matter forward for the industry and give consumers a true statement about what is in the bottles of Texas wine that they purchase. This will also help support the demand for Texas grape growers and allow for more plantings to take place in Texas soil.

There is broad support among the industry concerning **Texas Wine Truth in Labeling**, which simply requires that in order for a wine to be labeled as a Texas Appellation, 100% of the grapes used to make the wine must be grown in Texas.

Please consider supporting Charge 4.

Thank you,
Jessica Dupuy

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